**Instructions:**

* Select a topic from the list below.
* As you write for your specific purpose and audience in the form you select, ensure you include enough details to support your opinions.
* In your final paragraph, include a suggestion or next step you would like to see your audience member take as a result of what you have said.

|  |  |  |  |
| --- | --- | --- | --- |
| **Role** | **Audience** | **Format** | **Topic** |
| Consumer | President of company | Letter of complaint | Your experiences with the product or service provided by the company |
| Consumer | Friend | e-mail | warning about company, service, or product |
| Owner of company | Consumer | Business letter | Explanation for what your company has been doing. |
| Reporter or consumer advocate | Potential consumers | Blog | Product/ company of which you would like consumers to be aware |
| Employee | Manager | e-mail | Describing complaint received from customer that day and how you responded |
| Consumer Advocacy Group | Potential Consumers | Newsletter or website  article | Company or product with which consumers should be careful |